

## CLAIMS

### What is Claimed is:

1. A method for conducting Internet domain name service by a domain name manager, comprising:
  - 5 acquiring registration authority over all Internet sub-domain names from an owner of a domain name;
  - offering Internet sub-domain name services based on said acquired sub-domain name registration authority to prospective sub-domain buyers;
  - transferring authority over a sub-domain name selected by one of said
  - 10 prospective sub-domain buyers to said one of said prospective sub-domain buyers; and
  - notifying said domain name owner of said transfer of sub-domain name authority to said one of said prospective sub-domain buyers.
2. The method of Claim 1, wherein said acquiring step further comprises receiving a request from said domain name owner to offer said sub-domain name
- 15 services to said prospective sub-domain name buyers.
3. The method of Claim 1, wherein said transferring step further comprises receiving a request from said one of said prospective sub-domain buyers for authority over said selected sub-domain name.
4. The method of Claim 1, wherein said offering step further comprises
- 20 providing a searching capability to said prospective sub-domain buyers to identify available ones of said sub-domain names.
5. The method of Claim 4, wherein said offering step further comprises notifying said prospective sub-domain name buyers of alternative ones of said sub-
- 25 domain names if a desired sub-domain name is unavailable.

6. The method of Claim 1, wherein said acquiring step further comprises receiving a fee from said domain name owner.

7. The method of Claim 1, wherein said transferring step further comprises receiving a fee from said one of said prospective sub-domain buyers.

5 8. The method of Claim 1, wherein said acquiring step further comprises locating a domain name service provider associated with said domain name.

9. The method of Claim 8, wherein said acquiring step further comprises notifying said domain name service provider of a transfer of domain name service from said domain name owner.

10 10. A system for conducting an Internet domain name service, comprising:  
a server connected to the Internet and a domain name management  
application executing in association with said server to provide the functions of:  
acquiring registration authority over all Internet sub-domain names  
from an owner of a domain name;  
15 offering Internet sub-domain name services based on said acquired  
sub-domain name registration authority to prospective sub-domain buyers;  
transferring authority over a sub-domain name selected by one of  
said prospective sub-domain buyers to said one of said prospective sub-domain  
buyers; and  
20 notifying said domain name owner of said transfer of sub-domain  
name authority to said one of said prospective sub-domain buyers

11. The system of Claim 10, further comprising a memory connected to said server and having a registration database of all sub-domain names already transferred to said prospective sub-domain buyers.

12. The system of Claim 10, wherein said acquiring function further comprises receiving a request from said domain name owner to offer said sub-domain name services to said prospective sub-domain name buyers.

5 13. The system of Claim 10, wherein said transferring function further comprises receiving a request from said one of said prospective sub-domain buyers for authority over said selected sub-domain name.

14. The system of Claim 10, wherein said offering function further comprises providing a searching capability to said prospective sub-domain buyers to identify available ones of said sub-domain names.

10 15. The system of Claim 14, wherein said offering function further comprises notifying said prospective sub-domain name buyers of alternative ones of said sub-domain names if a desired sub-domain name is unavailable.

16. The system of Claim 10, wherein said acquiring function further comprises receiving a fee from said domain name owner.

15 17. The system of Claim 10, wherein said transferring function further comprises receiving a fee from said one of said prospective sub-domain buyers.

18. The system of Claim 10, wherein said acquiring function further comprises locating a domain name service provider for said domain name.

20 19. The system of Claim 18, wherein said acquiring function further comprises notifying said domain name service provider of a transfer of domain name service from said domain name owner.